

ABSTRACT

A method for distributing information to multiple users by a server via a network, the method comprising the steps of: transmitting notice information to a destination e-mail address of a registered user whose user information, including a unique user ID and the destination e-mail address, has been stored, the notice information containing the user ID (Step S1); transmitting a designated Web page when the registered user clicks a banner area that is displayed on the user terminal by receiving the notice information (Step S2); transmitting the notice information to the e-mail address of an unregistered user that is specified by the registered user as a forwarding address when a request for forwarding the notice information is made by the registered user via the Web page, the notice information containing the user ID (Step S3); acquiring the user ID of the registered user and transmitting the Web page when the unregistered user clicks a banner area that is displayed on the user terminal by receiving the notice information (Step S4); issuing a new user ID that is associated with the user ID of the registered user when a request for registration is made by the unregistered user via the Web page (Step S5); and storing user information including the new user ID and the forwarding address (Step S6). This method promotes an

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increase in the number of registered users to whom information can be distributed, and thereby enables the efficient distribution of information.